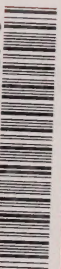


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Principles for the sustain-
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Pulp and Paper Round Table on Sustainable Development

The representatives below are pleased to sign, on behalf of the agencies named, endorsement of the vision and principles set out in this document. Agencies are developing individual action plans covering the contributions they will make in support of these principles.

Association of Municipal Recycling Coordinators	<i>Linda Varangu</i> : Linda Varangu
Canadian Network for Environmental Education and Communication	<i>Anne Camozzi</i> Anne Camozzi
Canadian Printing Industries Association	<i>Keith Jackson</i> Keith Jackson
Canadian Pulp and Paper Association	<i>David Barron</i> David Barron
Canadian Wildlife Federation	<i>Colin Maxwell</i> Colin Maxwell
Communications, Energy and Paperworkers Union of Canada ..	<i>Keith Newman</i> Keith Newman
Consumers Association of Canada	<i>Irene Seiferling</i> Irene Seiferling
Environment Canada	<i>François Guimont</i> François Guimont
Environmentalist	<i>Doug Hyde</i> Doug Hyde
Environmentalist	<i>Gordon Perks</i> Gordon Perks
Environmental Scientist	<i>David Schindler</i> David Schindler
Health Canada	<i>J.Roy Hickman</i> J.Roy Hickman
Industry Canada	<i>Rocco Delvecchio</i> Rocco Delvecchio
Irving Forest Products	<i>Wayne Wolfe</i> Wayne Wolfe
National Aboriginal Forestry Association	<i>Willie Wilson</i> Willie Wilson
National Round Table on the Environment and the Economy ..	<i>John Houghton</i> John Houghton
Paprican	<i>Peter Wrist</i> Peter Wrist
Pulp and Paperboard Packaging Environmental Council	<i>John Mullinder</i> John Mullinder
Québec Forest Industries Association	<i>André Duchesne</i> André Duchesne
Recycling Council of Ontario	<i>John Hanson</i> John Hanson
Sierra Club of Canada	<i>Elizabeth May</i> Elizabeth May
Stora Forest Industries Ltd.	<i>David Johnston</i> David Johnston
West Coast Environmental Law Association	<i>Ann Hillyer</i> Ann Hillyer

1. The National Round Table on the Environment and the Economy

In its 1987 report on *Our Common Future* the United Nations “Brundtland” Commission on Environment and Development expressed optimism that the world could resolve its environmental and economic problems. It even predicted a new era of economic growth based on environmentally sound and sustainable development practices. In response to Brundtland, Canada set up Round Tables on the Environment and the Economy, reporting to First Ministers. The National Round Table on the Environment and the Economy (NRTEE) was announced by the Prime Minister of Canada, and held its first meeting in June of 1989. It acts as a catalyst for change and for the development of consensus. It seeks to achieve its goals by forging new partnerships that focus on the link between the environment and the economy. It is an independent forum, chaired by Dr. George Connell, former president of the University of Toronto.

Traditionally, Canada's institutions have been designed to bring together individuals and groups with similar interests or goals. However, the Round Table brings together the many competing interests in a forum where they can find common ground on which to take action for sustainable development. The NRTEE model for round table dialogues on sustainable development in resource sectors encompasses both a catalytic phase and a managerial phase in which a portion of the planning and leadership for the process is undertaken by the NRTEE and a guiding group drawn from the sector.

Dialogues encourage economic sectors to build towards consensus on development which is sustainable at its inception, rather than being subject solely to regulatory and remedial measures. The NRTEE catalyses the process of dialogue between protagonists. Matters of content, such as specific targets and plans, come largely from the participants themselves, but the NRTEE plays a role in the process. Problem-solving sessions within sectoral “Round Tables” build a **common understanding** on sustainable development, including **Vision and Principles**, and lead to **codes of practice** or **action plans** for stakeholders, and **policy options** for government and for governing bodies of business, education and public interest groups. NRTEE may ask individual sector groups to meet together if a widening circle of dialogues uncovers inter-sectoral issues which require their participation.

Who is a Stakeholder?

- organized national or near-national groups affected by, or having an impact on, the sector.
- any such group willing to **develop principles and action plans** to further sustainable development in the sector.

Principles of Sustainable Development

- used in a broad sense to apply to environment-economy linkages perceived by all stakeholders in the sector, but specific enough to act as a clear base for action by members of each stakeholder's constituency - industry associations, unions, public interest groups, etc.

The Process

- an inaugural meeting of stakeholders to shortlist the issues of sustainable development for discussion, and to adopt a “Round Table” type of process.
- the Round Table works over several months to hammer out principles.
- stakeholder organizations ratify and publish results, and take note of implementation responsibility assumed by stakeholder members.

2. The Pulp and Paper Round Table

During 1993 and 1994, a group of about 25 stakeholders concerned with the Canadian pulp and paper sector came together to join in discussions on issues associated with the sustainable production of pulp and paper. The NRTEE acted as catalyst to bring the group together, and as facilitator for their discussions. The work of this group built on the work previously completed by Canada's Forest Round Table on Sustainable Development. The group agreed to the following objectives:

- The group, although coming from very diverse viewpoints, would strive to listen to and understand each other's views and values and engage in a positive exercise.
- The group would not duplicate the work of the Forest Round Table on forest management, but would focus on pulp and paper.
- The group would attempt to reach consensus on principles that would guide the sustainable production, consumption, disposal and/or re-use of pulp and paper. The group agreed that it was critical to develop these principles based on social, ecological, and economic concerns and issues.
- Participant organizations would develop action plans based on the principles to move towards sustainability in the pulp and paper sector.
- The product of the process would be designed to ensure prompt action so that the process would not remain a philosophical exercise.

3. Sustainability

The Brundtland Commission on Environment and Development used the term "sustainable development"



to mean "meeting the needs of the present without compromising the ability of future generations to meet their needs." The Pulp and Paper Round Table chose to accept the Brundtland definition and use it as a starting point to examine the issue of sustainability in the pulp and paper sector.

The group expanded the Brundtland definition to encompass the economic, social, and health needs of the present without compromising the integrity of the environment and the ability of future generations to

satisfy their needs and aspirations. This view is articulated further in the diagram above. Although the group used the term "sustainability" broadly, it was viewed as the driving force for action by each stakeholder's constituency.

4. Canada's Pulp and Paper Industry

Paper has played an important role throughout the development of civilization in the areas of communication, education, commerce, and the protection, packaging, and efficient distribution of food and goods. Paper is something that is an integral part of our society in the workplace, home, and community. Without paper, quality of life would be greatly diminished.

Canada's pulp and paper industry has played and continues to play a significant role in Canada's economic life, employing successive generations of Canadians in numerous communities throughout the country. Direct employment in pulp and paper mills is approximately 72,000. Indirect and related employment generated by the industry is conservatively estimated at over two times that number. A further 40,000 logging and government forestry jobs are also dependent on pulp and paper employment, and another 88,000 indirect and related jobs result from these forestry positions. In total, over 350,000 jobs in Canada are directly or indirectly generated by or are dependent upon a viable and sustainable pulp and paper industry. The pulp and paper industry generates sales revenue of over \$16 billion per year. Pulp and paper companies export the majority of their products from Canada. These exports are an important source of foreign currency to Canada. The industry produces some 25 million tonnes of pulp and paper a year. Domestic consumption of paper accounts for about 4 million tonnes while the remaining 21 million tonnes are exported. Exports in 1991 comprised 7 million tonnes of market pulp and some 14 million tonnes of paper production.

Not only has the pulp and paper industry made significant contributions to the Canadian economy, but over the years it has had a positive impact on the lifestyles of Canadians. Yet these benefits have sometimes come at a considerable cost to the environment. As awareness of these costs has grown, Canadians have increasingly demanded that the industry limit the pollution they produce, and act as responsible stewards of the environment. The increased public awareness has led to a clash of expectations between those in industry and those Canadians wishing to protect the environment. In response to this, governments in Canada have developed legislation, regulations and more open policies which attempt to set constraints on the amount of timber harvested and the manner in which it is harvested, and to control the release of pollution to the environment. Recently, the impacts the industry has on the environment are becoming more clearly understood and, as a result, a wide range of stakeholders, including industry, have been working proactively to ensure that our environmental practices improve. Trying to replace confrontation with consensus, the industry is now moving into an era of partnerships which attempt to define actions that balance environmental and economic considerations. It appears that pollution prevention rather than only pollution control represents one example which will help to strike this balance and move us closer to sustainability.

While industry has made substantial progress, many challenges remain in achieving sustainability. Canadians have come to realize that a way of life which is sustainable is the only way to protect our environment while maintaining our livelihood and social institutions.

The Pulp and Paper Round Table recognizes the global nature of the industry, and that competitiveness is one of the main driving forces behind technology development. As environmental concerns have come to the forefront, there have been increasing concerns about global competition, job loss, and challenges to forest-dependent communities. Social issues must be considered in the quest for environmental excellence and economic sustainability. In conducting their work, the members of the Pulp and Paper Round Table have come to realize that cooperation and consensus among the stakeholders or communities affected by the industry are addressing sustainability issues.

5. Consensus Decision Making

The work of the Pulp and Paper Round Table represents the early stages of consensus building among pulp and paper stakeholders. Traditionally, there has been a great deal of polarization and disagreement between the various parties. This document represents the beginning of a movement forward into action by all concerned that will ultimately make for a better environment for all Canadians.

During their meetings, members of the Round Table recognized that they held a wide range of different values and beliefs concerning such issues as consumption, life styles, economic, and social progress. At the same time, they recognized that, as individuals with similar aspirations for future generations, they shared common concerns for the future of the planet, and for the futures of their children and grandchildren. The Round Table chose the path of delineating and emphasizing these commonly shared values and aspirations. While not ignoring the polarization that existed on other issues, they recognized that by focusing on their shared values rather than the ones in conflict, they were more likely, over time, to expand the scope of their shared values, and in the meantime, could mutually take and encourage positive action plans towards achieving the common goal of sustainable development in the pulp and paper industry.

While some readers may feel that this document does not go far enough, others may feel that it goes too far. But that is the essence of the consensus which has been reached round the table: while the agreement reached may not represent the ideal from solely one point of view, the principles do represent an area of common ground which the signatory organizations felt able to support. Agreement was achieved by considerable discussion, hard work and commitment by the members of the Pulp and Paper Round Table.

Progress at the Pulp and Paper Round Table was based on discussions where all members put forward their respective viewpoints. Principles were agreed collectively and discussed in plenary sessions. In many cases, particular words in a principle were discussed and reviewed in depth. It is important to note that agreement by consensus means that each member of the group must agree. Even if one group held a different view, the principle was discussed and re-written until everyone had a clear view of the issues. This process, although lengthy and at times frustrating, proved to be an excellent experience in understanding differing values and beliefs and resulted in a set of principles which all member associations of the Pulp and Paper Round Table endorsed. Endorsement of this set of principles by such a wide-ranging group of Canadian stakeholders represents a major advance in the sustainable production of paper and paper products.

Consensus documents may not resolve all outstanding issues, but the Pulp and Paper Round Table believes this document goes a long way toward identifying the path to sustainability in pulp and paper issues, to

improving the relationships between stakeholders, and working together in partnerships.

The group sees these efforts as an important national beginning that can help all Canadians to identify actions that are necessary for sustainable development. It is hoped that the principles agreed on will provide benchmarks to assist in evaluating whether we are achieving sustainability. The group would like to see its final document widely circulated and used as a call to action.

6. Pulp and Paper Round Table Principles

Our vision is for the safe production of pulp and paper products in a manner which sustains the ecosystems and the human communities they supply and depend on.

General Principles

1. The members of the Pulp and Paper Round Table believe that the sustainable production of pulp and paper is dependent on the cooperation and willingness of all stakeholders to recognize and support the necessity for developing action plans related to the following principles:
 - Ecological Limitations to Sustainable Pulp and Paper Production
 - Ecosystem Interaction
 - Protection of Biodiversity
 - Action in the Face of Uncertainty
 - Education and Safety of the Public and Workforce
 - Access to Information
 - Meaningful Public Participation
 - Employment in Mill Communities
 - Affected Communities
 - Aboriginal Recognition
 - Socially Responsible Marketing Practices
 - Commitment to Recovery Systems
 - Role and Responsibilities of Consumers
 - Compliance with Regulations and Use of Other Instruments
 - Research and Development
 - Global Responsibility

Ecological Limitations to Sustainable Pulp and Paper Production

2. There are ecological limitations to sustainable pulp and paper production. The capacity of the Earth's ecosystems to provide resources sustainably, as well as their ability to cope with production wastes and the cumulative impacts of other human activities, impose limitations on the level at which pulp and paper can be produced sustainably. Over time this level may increase or decrease as the result of natural events, over-exploitation, and changes in land use, forestry and silviculture practices, or by changes in manufacturing technologies and product re-use and disposal practices.

Ecosystem Interaction

3. The pulp and paper industry recognizes that its resource acquisition, manufacturing processes, and use and disposal of products have impacts on local, regional and global ecosystems. The industry will cooperate in researching, monitoring, minimizing and preventing these impacts. Industry accepts its share of the responsibility for:
- ensuring sustainable land-use practices are used in the acquisition of its resources and adapting its production processes to be compatible with them
 - adopting improved production practices such as pollution prevention, closed-loop technologies, recycling and recovery programs
 - increasing efficiency by adopting the 3R (reduction, reuse and recycle) hierarchy in production and resource management practices, which over time may affect either the forest base or its productivity
 - minimizing the environmental impacts of energy, chemicals and transportation used in the manufacture, distribution and recycling of its products

When pulp and paper activities are known to have unacceptable effects on ecosystems or human health, action will be taken to anticipate and prevent these consequences.

Protection of Biodiversity

4. Pulp and paper industrial activities must protect the biodiversity of both source and receptor ecosystems.

Action in the face of Uncertainty

5. Where there are risks of serious or irreversible damage to the environment or human health, decision makers should act to prevent environmental degradation and protect human health, making use of the best information available to them, and should not use lack of scientific certainty as a reason for postponing action.

Education and Safety of the Public and Workforce

6. Worker health, safety and well-being must be promoted and protected in the production, use and disposal of pulp and paper products. Public health, safety and well-being must be promoted and protected in the production, use and disposal of pulp and paper products.
7. Public and workforce education programs concerning pulp and paper issues should reflect the diverse aspects, values, and viewpoints of all stakeholders. They should be based on education principles that encourage critical thinking, problem solving, and an understanding of the complexity of sustainability issues.

Stakeholders in the pulp and paper industry will make a commitment to developing education and training programs which promote life-long learning so that the workforce will be capable of understanding, adapting, and responding to sustainability issues.

Access to Information

8. The pulp and paper industry will provide the public with information about those aspects of its manufacturing processes and products which may impact upon the environment to allow the public to make informed decisions concerning the industry and its products.

Meaningful Public Participation

9. Decision makers and all stakeholders must be committed to fair, effective and responsible processes of public participation in policy planning and decision making affecting the ecosystem and the community.

Employment in Mill Communities

10. The pulp and paper industry recognizes the problems caused by employment losses in its industry and agrees to share responsibility with affected communities and others for early planning for cooperative and effective solutions. Protecting employment is the preferred course of action. Solutions to correct and/or alleviate the impacts of losses that cannot be avoided are diverse and often site-specific. These solutions should:
 - be community-based
 - consider a wide range of options for new employment opportunities
 - ensure that ecosystems impacted by the closed facilities be remediated so as not to impede future sustainable economic development

Affected Communities

11. Sustainable production of pulp and paper must honour the rights and values of all people in Canada and address the impacts of its activities on the health, economies, and lifestyles of affected communities.

Aboriginal Recognition

12. Sustainable production of pulp and paper must recognize and make provision for the rights of Aboriginal peoples, reflecting their unique forest values and distinctive position and needs within Canadian society.

The pulp and paper industry will participate in partnerships to facilitate expanded economic opportunities for Aboriginal peoples and address the impacts of its activities on their health, economies and traditional lifestyles.

Socially Responsible Marketing Practices

13. The pulp and paper industry will promote and market pulp and paper products that are produced in a sustainable manner. This includes promoting products on the basis of environmental excellence. Such products would:
 - make use of methods that minimize the impact on ecosystems
 - maximize the efficient use of resources through conservation, durability, reusability and recyclability
 - add value to the resources and create and maintain employment
 - encourage the responsible use of paper products and the reduction of wastefulness in

- product design
- the industry will cooperate with its customers to meet their end-use requirements with a minimum of material

Commitment to Recovery Systems

14. Industry will share responsibility and work cooperatively with municipalities and others to develop and support feasible and viable systems for the collection, processing and re-use or recycling of the industry's products.

Role and Responsibilities of Consumers

15. Paper product manufacturers should market and industrial, commercial, institutional, and end-use consumers should use paper products responsibly and eliminate unnecessary or wasteful consumption, reducing, re-using, and recycling where feasible. Consumers should use their purchasing power to encourage maximum use of recycled fibres in paper products.

Compliance with Regulations and use of other Instruments

16. Achieving sustainability in the pulp and paper sector requires mandatory compliance by the industry with regulatory standards and strict enforcement of those standards by regulators.

An appropriate blend of economic and other incentives and practices should be used to achieve performance which exceeds minimum enforceable standards, provided they are used as a complement to, rather than a substitute for, regulatory standards.

Compliance with regulatory standards and codes of practice, and the operation of incentive programs, must be monitored and audited with full disclosure to the public.

There should be continuing examination and review of any overlapping and conflicting regulations with regard to policy, planning and uniform enforcement. Governments should design systems, with stakeholder input, whereby jurisdictional responsibility is clear and consistent.

Research and Development

17. The Canadian pulp and paper industry will take a leadership role in carrying out and supporting research and development to improve the sustainability of its raw material base, including alternative sources of fibre, its processes and its products. The industry will use the results of the research and will cooperate with others to create domestic employment opportunities for supplying such developments to meet the needs of both domestic and export markets.

Global Responsibility

18. Canadian stakeholders will promote high environmental standards and sustainable production practices globally, in the manufacture and use of paper and paper products, with the knowledge that this international effort should be based on principles of cooperation and consultation.

7. Glossary of terms

Biodiversity	describes the variety of life on Earth and is often referred to as "biological diversity." It refers to all animals, plants and micro-organisms in terrestrial, freshwater and marine environments. It includes three levels — species, ecosystem and genetic diversity — and emphasizes the complex relationships among all living things on Earth.
Closed Loop Technology	the technology in which potential waste from a manufacturing process, or from a subsidiary loop within a complex manufacturing process, are completely recycled, sometimes after secondary processing, to an earlier stage of the process as inputs for reprocessing. A loop may be closed with respect to one or more of the liquid, solid or gaseous phases.
Decision Makers	those with a governmental or legal mandate to set or implement policy, legislation, regulation or fiscal instruments regarding the pulp and paper sector.
Life-long Learning	access to educational opportunities throughout the entirety of one's life by developing educational potential outside of the formal education system.
Pollution Prevention	a comprehensive approach to eliminating or minimizing wastes at source, both in terms of quantity and toxicity. It applies to all hazardous and non-hazardous solid, liquid or gaseous wastes and does not include actions taken after a waste has been generated. Drawing from environmental and waste audits, pollution prevention strategies include: ongoing process monitoring, product design modifications; substitution of low- or no-waste feedstocks, upgrading of production technologies; and in-system or closed loop recycling.
Pulp and Paper Industry	the industrial sector which manufactures pulp, paper, and paperboard products, including market pulp, newsprint, other printing papers, packaging materials and other pulp and paper products from virgin and recycled fibres. These products may be sold to the end-use consumer or to converting industries.
Stakeholder	individuals, organizations, governments, businesses and other groups who have a particular interest and point-of-view regarding an issue and who have an interest in the outcomes of decisions relating to that issue.

Membership in the Pulp and Paper Round Table

March 1993 to February 1995

Association of Municipal Recycling Coordinators	Atul Nanda
Canadian Network for Environmental Education and Communication	Anne Camozzi
Canadian Printing Industries Association	Keith Jackson
Canadian Pulp and Paper Association	David Barron
Canadian Wildlife Federation	Susan Masswohl
Environment Canada	Hugh Cook
Environmentalist	Gordon Perks
Environmental Scientist	David Schindler
Federation of Canadian Municipalities	David Hamilton
Communications, Energy and Paperworkers Union of Canada	Keith Newman
Consumers Association of Canada	Prem Nanda
Health Canada	Peter Toft
Industry Canada	Rocco Delvecchio
Irving Forest Products	Wayne Wolfe
National Aboriginal Forestry Association	Harry Bombay
Paprican	Peter Wrist
Pulp and Paperboard Packaging Environmental Council	John Mullinder
Québec Forest Industries Association	André Duchesne
Rawson Academy of Aquatic Science	Doug Hyde
Recycling Council of Ontario	John Hanson
Sierra Club of Canada	Elizabeth May
Stora Forest Industries Ltd.	David Johnston
West Coast Environmental Law Association	Ann Hillyer
The National Round Table on the Environment and the Economy	John Houghton
Moderators	Claire Dansereau
Secretariat	Steve Thompson
Allison Webb and Sarah Shadforth	



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